

ORDER



Orders	Order / Rev:	684827
	Alt Order #:	06150675
	Product Desc:	CROSSROADS GPS
	Estimate:	595
	Flight Dates:	05/30/12 - 06/05/12
	Original Date / Rev:	05/18/12 / 05/18/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	22	\$24,350.00	\$20,697.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
Totals	22	\$24,350.00	\$20,697.50	44.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$24,350.00
Market	100%	\$128,157.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$30,757.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$44,855.26
WTTG	22%	\$28,194.74
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/01/12	06/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-4	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/28/12	06/03/12	----F--		1		\$600.00		2.30					
E 2	WUSA	06/01/12	06/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-4	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															

Order / Rev: 684827
 Alt Order #: 06150675
 Flight Dates: 05/30/12 - 06/05/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 595
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/01/12	06/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a ----F--	:30	1	\$400.00	P-4	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	----F--			1		\$400.00		1.20			
E 3	WUSA	06/04/12	06/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$2,000.00		3.40			
E 4	WUSA	06/04/12	06/04/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A M-----	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$800.00		1.40			
E 5	WUSA	06/04/12	06/04/12	Price Is Right The Price is Right	CM	11a-12p M-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$650.00		2.20			
E 6	WUSA	06/04/12	06/04/12	4-5p Dr. Phil	CM	4-5p M-----	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$600.00		1.50			
E 7	WUSA	06/04/12	06/04/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a M-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$400.00		1.20			
E 8	WUSA	06/04/12	06/04/12	CBS Evening News CBS Evening News	CM	630-7p M-----	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$3,000.00		1.60			
E 9	WUSA	06/04/12	06/04/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$700.00		1.50			
E 10	WUSA	06/04/12	06/04/12	Entertainment Tonight Entertainment Tonight	CM	730-8P M-----	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----			1		\$1,600.00		2.40			
E 11	WUSA	06/02/12	06/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	-----S-			1		\$2,000.00		3.40			
E 12	WUSA	05/31/12	05/31/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ---T---	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---			1		\$2,000.00		3.40			
E 13	WUSA	05/31/12	05/31/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A ---T---	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---			1		\$800.00		1.40			
E 14	WUSA	05/31/12	05/31/12		CM	11a-12p ---T---	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Price Is Right											
				The Price is Right											
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	---T---		1			\$650.00		2.20				
E 15	WUSA	05/31/12	05/31/12	4-5p	CM	4-5p	---T---	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	---T---		1			\$600.00		1.50				
E 16	WUSA	05/31/12	05/31/12	CBS Evening News	CM	630-7p	---T---	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
				CBS Evening News											
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	---T---		1			\$3,000.00		1.60				
E 17	WUSA	05/31/12	05/31/12	9 News Tonight 7p	CM	7-730p	---T---	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
				9 News Tonight 7p											
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	---T---		1			\$700.00		1.50				
E 18	WUSA	05/31/12	05/31/12	Entertainment Tonight	CM	730-8P	---T---	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
				Entertainment Tonight											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	---T---		1			\$1,600.00		2.40				
E 19	WUSA	06/05/12	06/05/12	Price Is Right	CM	11a-12p	-T-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
				The Price is Right											
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/04/12	06/10/12	-T-----		1			\$650.00		2.20				
E 20	WUSA	06/05/12	06/05/12	9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
				9 News @ Noon											
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/04/12	06/10/12	-T-----		1			\$600.00		2.30				
E 21	WUSA	05/30/12	05/30/12	9 News @ Noon	CM	12-1230P	--W----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
				9 News @ Noon											
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	--W----		1			\$600.00		2.30				
E 22	WUSA	05/30/12	05/30/12	6-7a 9 News @ 6a	CM	6-7a	--W----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
				9News @ 6a											
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/28/12	06/03/12	--W----		1			\$400.00		1.20				
													Totals	22	\$24,350.00

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

MAY18/12 12:16

*** WUSA-TV ***

REP HEADLINE# 6150675

BS	REP	BEGIN	END	BEGIN	END	CLS	SEC	PLAN	PLAN	SPT	RATE	STATION	CD	SPOT
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	16/	18/	23/
2	FRI	600A-700A	30	06/01	06/01					1	\$400.00			1
PROGRAM : 9 NEWS NOW @ 6AM RA35+ : 1.2 CON COM1: 9 NEWS NOW @ 6AM														
3	MON	1100P-1135P	30	06/04	06/04					1	\$2,000.00			1
PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM														
4	MON	1135P-1235A	30	06/04	06/04					1	\$800.00			1
PROGRAM : DAVID LETTERMAN RA35+ : 1.4 CON COM1: DAVID LETTERMAN														
5	MON	1100A-1200N	30	06/04	06/04					1	\$650.00			1
PROGRAM : PRICE IS RIGHT RA35+ : 2.2 CON COM1: PRICE IS RIGHT														
6	MON	400P-500P	30	06/04	06/04					1	\$600.00			1
PROGRAM : DR. PHIL RA35+ : 1.5 CON COM1: DR. PHIL														
7	MON	600A-700A	30	06/04	06/04					1	\$400.00			1
PROGRAM : 9 NEWS NOW @ 6AM RA35+ : 1.2 CON COM1: 9 NEWS NOW @ 6AM														
8	MON	630P-700P	30	06/04	06/04					1	\$3,000.00			1
PROGRAM : CBS EVENING NEWS RA35+ : 1.6 CON COM1: CBS EVENING NEWS														
9	MON	700P-730P	30	06/04	06/04					1	\$700.00			1
PROGRAM : 9 NEWS TONIGHT RA35+ : 1.5 CON COM1: 9 NEWS TONIGHT														

*** WUSA-TV ***

BS	REP	BEGIN	END	BEGIN	END	CLS	SEC	PLAN	PLAN	RATE	STATION	CD	STS
LN#	LN#	TIME	TIME	DATE	DATE	13/	14/	PLAN	PRICE	SPOT	CD	SC#	23/
	CD								16/	/WK			SPOT
	DAYS												/LIN
10	MON	730P-800P		30	06/04	06/04				1			\$1,600.00
PROGRAM : ENTERTAINMENT TONIGHT RA35+ : 2.4 CON COM1: ENTERTAINMENT TONIGHT													
11	SAT	1100P-1135P		30	06/02	06/02				1			\$2,000.00
PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM													
12	THU	1100P-1135P		30	05/31	05/31				1			\$2,000.00
PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM													
13	THU	1135P-1235A		30	05/31	05/31				1			\$800.00
PROGRAM : DAVID LETTERMAN RA35+ : 1.4 CON COM1: DAVID LETTERMAN													
14	THU	1100A-1200N		30	05/31	05/31				1			\$650.00
PROGRAM : PRICE IS RIGHT RA35+ : 2.2 CON COM1: PRICE IS RIGHT													
15	THU	400P-500P		30	05/31	05/31				1			\$600.00
PROGRAM : DR. PHIL RA35+ : 1.5 CON COM1: DR. PHIL													
16	THU	630P-700P		30	05/31	05/31				1			\$3,000.00
PROGRAM : CBS EVENING NEWS RA35+ : 1.6 CON COM1: CBS EVENING NEWS													
17	THU	700P-730P		30	05/31	05/31				1			\$700.00
PROGRAM : 9 NEWS TONIGHT RA35+ : 1.5 CON COM1: 9 NEWS TONIGHT													

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

MAY18/12 12:16
*** WUSA-TV ***

REP HEADLINE# 6150675

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC# 23/	SPOT /LIN	STS	
18		THU		730P-800P			30	05/31	05/31			P3		1	\$1,600.00			1		
	PROGRAM : ENTERTAINMENT TONIGHT																			
	RA35+ : 2.4																			
	CON COM1: ENTERTAINMENT TONIGHT																			
19		TUE		1100A-1200N			30	06/05	06/05			P1		1	\$650.00			1		
	PROGRAM : PRICE IS RIGHT																			
	RA35+ : 2.2																			
	CON COM1: PRICE IS RIGHT																			
20		TUE		1200N-1230P			30	06/05	06/05			P3		1	\$600.00			1		
	PROGRAM : 9 NEWS AT NOON																			
	RA35+ : 2.3																			
	CON COM1: 9 NEWS AT NOON																			
21		WED		1200N-1230P			30	05/30	05/30			P3		1	\$600.00			1		
	PROGRAM : 9 NEWS AT NOON																			
	RA35+ : 2.3																			
	CON COM1: 9 NEWS AT NOON																			
22		WED		600A-700A			30	05/30	05/30			P3		1	\$400.00			1		
	PROGRAM : 9 NEWS NOW @ 6AM																			
	RA35+ : 1.2																			
	CON COM1: 9 NEWS NOW @ 6AM																			
JUN/12																24350.00		CONTRACT TOTAL		24350.00
																		TOTAL SPOTS		22

MARKET TOTALS \$128,157 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI
DEMOS- RA35+*